

*free*

AUG 25 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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**FASHION CALENDAR**

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

PLEASE NOTE! IMPORTANT!

Your subscription to FASHION CALENDAR does not constitute an invitation, nor does it entitle subscribers to ask for admission to events we list. Listings are plainly marked when they are "open to the public". It is just as plainly stated when they are "for members of the Fashion Press only" or "by invitation only". Subscribers are earnestly requested to respect the conditions of each announcement, and not to ask for admission to any of the events to which they have not been specifically invited.

The Editor

### WEEK BEGINNING MONDAY, AUGUST 25, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 25	PRESENTING XMAS GIFT PACKAGES	RICHARD HUDNUT	SHOWROOM 113 WEST 18TH ST.
Richard Hudnut is now showing special Christmas gift packages to Beauty Editors. All Hudnut Lines are represented, including: Du Barry, Yanky Clover, Spring Lilac, Violet Sec, Gemey, Marvelous, and Richard Hudnut perfumes and compacts. Call Josephine Felts, Publicity: WA. 9-2300.			
Monday *** August 25 (Tentative.)	PRESS SHOWING: CUSTOM MILLINERY	MILGRIM'S	6 WEST 57TH ST.
Subject to change)	Introducing the new Milgrim Collection of Custom-Order hats. By invitation only. Publicity: Martin Kahn, CI. 7-7200.		
Around August 25	FIRST SHOWING: RESORT FABRIC COLLECTION	TISSUS HAUTE COUTURE, INC.	110 WEST 40TH ST.
For appointment to see collection, press may contact either Mr. Welles or Mr. Spear, CH. 4-5943.			
Monday August 25	OPENING OF NEW SPORTS SHOP	MILGRIM'S	6 WEST 57TH ST.
Milgrim, who have never before in their history had a separate Sports Shop, are now formally opening one on their 2nd floor. Publicity: Martin Kahn, CI. 7-7200.			
Beginning Monday August 25 10 A.M. & 2:00 P.M.	OPENING 2ND FALL WHOLESALE COLLECTION	VILLA-ZIGMUND, INC.	18 EAST 50TH ST.
Villa-Zigmund will present their second Fall Collection, including a large group of imports just received from Molyneux and Norman Hartnell. Two showings daily, at 10 A.M. and 2:00 P.M. For store buyers and members of the Fashion Press. By invitation. Publ. Victor A. Pincus, PL. 8-2014.			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 26 9-9:30 A.M. On the air..	"WOMAN OF TOMORROW" RADIO INTERVIEW	NANCY CRAIG AND JEAN FRANCES MORSE	STATION WJZ
Nancy Craig will interview Jean Frances Morse of Lincoln, Nebraska, 15-year-old girl who won from 17,000 competitors in a contest to choose a name for a "teen age" fashion promotion. Jean Frances chose the title "Talk of the Teens", instantly adopted by the 8 cooperating manufacturers. Publicity: Betty Seeley, CH. 4-0329.			
Tuesday August 26 2:30 P.M.	PRESS AND COLLEGE STUDENTS' PREVIEW SHOW	SAKS 5TH AVENUE	COLLEGE HANGOUT 7TH FLOOR
Saks 5th Avenue will present college fashions to the tune of a musical comedy written and produced by members of the store's own College Staff. Director, Rose Cummel. Publicity: Dorothy Harness, PL. 3-4000.			
Tuesday August 26 2:30 P.M.	COLLEGE FASHION SHOW AND BEAUTY CLINIC	JOHN WANAMAKER	B'WAY AT 9TH STREET AUDITORIUM, 2ND FL.
3rd in series of weekly College Shop presentations. Feature attractions: talk entitled, "Until She Spoke", illustrated with voice-recordings; another talk entitled, not "Make-Up" but "Make-Down", by a member of John Powers School staff; and a Fashion Show of Campus Clothes. Open to press and public. Publicity: Katherine Page, ST. 9-4700.			
Tuesday August 26 8:30- 9:00 P.M.	METROPOLITAN MUSEUM TELEVISION SERIES	COLUMBIA BROAD- CASTING SYSTEM	STATION WCBW
Presenting "The Roman Scene", based on the Metropolitan Museum Collection of Ancient Art. Part of program repeated on Children's hour every Thursday from 2:45 to 3:15 P.M. Receiving sets in following public places: Newsreel Theatres at Radio City (33 W. 50th) and 72nd and B'way; Waldorf Astoria Restaurant Lounge off Peacock Alley (room temporarily closed, but expected to reopen soon). Publicity: Wil Marcus, WI. 2-2000.			
Wednesday August 27 2:30 P.M. (Note change of date)	"TEEN-AGE" FASHION SHOW AND TEA	B. ALTMAN & COMPANY	5TH AVE. AT 34TH ST.
Jean Frances Morse, the little girl who named the "Talk of the Teens" fashion promotion, will play hostess to Altman's specially invited Teen-age customers at a fashion show and tea, presenting complete wardrobes for Teens. This occasion marks the debut of a "Talk of the Teens" Club, with Jean Frances for honorary president. Fashion Press and Teens by invitation only. Publicity: Faith Willcox, MU. 9-7000.			
Wednesday August 27 2:30- 3:30 P.M.	WEEKLY TELEVISION FASHION MATINEE	NATIONAL BROAD- CASTING COMPANY	STATION WNBZ
Previewing Fall and Winter fur fashions (from the Associated Fur Coat & Trimming Manufacturers, Inc.). Vyvyan Donner of Fox Movietone News will, as usual, act as Director, Mistress of Ceremonies, and Fashion Commentator. Receiving sets in following places: NBC Press Room, 30 Rockefeller Plaza; and the two Newsreel Theatres, Radio City, 33 W. 50th, and 72nd & Broadway. Fur Association Public Relations Counsellor, Claire A. Wolff, LO. 5-5978.			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 27 Cocktails	PRESS PREVIEW: BALL GOWNS BY KATHRYN KUHN	KATHRYN KUHN, INC.	50 WEST 57TH ST.
	Kathryn Kuhn, maker of beautiful ballroom gowns for professional dancers, will present her first collection of non-professional gowns to members of the Fashion Press. Thursday afternoon showing for the Trade. Mrs. Kuhn's professional clients include such famous dancers as Renee de Marco, Yolanda, Carmen Miranda, Carmen Amaya, and many others. Publicity: Kathryn Kuhn, CI. 5-9363.		
Thursday August 28 12-2 P.M. Luncheon	XMAS PREVIEW LUNCHEON	COSMETIQUES TUSSY	PENTHOUSE (13 FL.) 683 FIFTH AVENUE
	Tussy will present a collection of sparkling Christmas gift suggestions to Beauty Editors. By invitation only. Publicity: Terry Quimby, WI. 2-6100.		
Thursday August 28 6:00 P.M.	"COLLEGE SUPER-MARKET" FASHION SHOW	GIMBEL BROTHERS	B'WAY AT 33RD ST. 3RD FLOOR
	Gimbel's College Shop, dubbed "College Super-Market", will stage a fashion show with college girls to model campus fashions. Other attractions: address by Miss Zeller, College Editor of Harper's Bazaar. Fashion Commentary by Evelyn Kay, Gimbel stylist and publicist. Like all Super-Markets, this one is equipped with little wheel barrows so that customers may cart selections around until all purchases are completed. Publicity: Marjorie Howard, PE. 6-5100.		
Thursday August 28	TRAVELING PUPPET FASHION SHOW	EVELYN WOOD	BALTIMORE, MD.
	3rd annual Traveling Fashion Show. 8 life-sized children's puppets, conceived and directed by Evelyn Wood, Baltimore Stylist and Puppeteer. Puppets perform on 15-foot runway, dressed in children's clothes from stores' own stocks. Miss Wood points out fashion highlights. Stores wishing to book, may contact Mr. Irwin A. Shane, Publicity Features, 11 West 42nd St., LO. 5-5351.		
Saturday August 30- Sept. 6	TENNIS TOURNAMENT: NATIONAL SINGLES CHAMPIONSHIP MATCHES	U.S. LAWN TENNIS ASSOCIATION	WEST SIDE TENNIS CLUB, STADIUM, FOREST HILLS, L.I.
	Tickets for entire series: \$8.80 and \$11., from U.S. Lawn Tennis Association, 120 Broadway, RE. 2-3547, or West Side Tennis Club Stadium, BO. 8-4400.		
Sunday August 31 5:00 P.M. Cocktails	FALL FASHION SHOW	THE TAILORED WOMAN	ATLANTIC BEACH CLUB ATLANTIC BEACH, L.I.
	For the 5th year, the Tailored Woman will present its annual Fall Fashion Show to members of the Atlantic Beach Club and their guests. Promenade will include Fall day and evening fashions and furs. Press by invitation only. Publicity: Edith Carter, PL. 5-2500.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 1-17	OPENING OF AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT, L.I.
Monday Sept. 1 9:00 P.M.	1ST BOTANY TELEVISION PROGRAM GOES ON THE AIR	BOTANY WORSTED MILLS	STATION WNBT
<p>One of Television's 1st commercial contracts in the fashion field, signed by Botany Worsted Mills, will go on the air Monday, Sept. 1st, at 9:00 P.M. for 13 weeks. Program consists of weather announcement, followed by a visual exposition of some Botany product. First to take the air will be Botany's wrinkleproof ties. Later visualizations will include Botany Yarns, Fabrics and Botany's new "Lanolin Cosmetics". Program goes on 6 nights a week, arranged by Mr. Bert Goldsmith of the Alfred J. Silverstein Agency, MU. 3-6232.</p>			
Tuesday Sept. 2	RETAIL FALL MILLINERY WEEK		THROUGHOUT U.S.A.
<p>Designated by the MMEA and MSC as Opening Day of the Fall <u>Retail</u> Millinery season. Stores throughout the country will launch advertising, window and departmental promotions ushering in New Fall Hats. For further information, contact: Margery Hartman, MSC, CH. 4-6547.</p>			
Tuesday Sept. 2 On.....	SPECIAL EXHIBIT - 18TH & 19TH CENTURY AMERICAN COSTUMES & ACCESSORIES	N.Y. HISTORICAL SOCIETY	170 CENTRAL PARK W.
<p>35 or 40 American costumes of the 18th and 19th century will go on exhibition in the newly constructed Costume Gallery. Open every day except Monday. Publicity: Mr. A. J. Wall, Jr., TR. 7-2917.</p>			
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	S. STROOCK & CO., INC.	404 FIFTH AVENUE
<p>For appointment to see collection, contact: Miss Oppenheim, WI. 7-1471.</p>			
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	JULIUS N. WERK FABRICS	58 WEST 40TH STREET
<p>For appointment to see collection, contact: Mr. Werk, LO. 5-5320.</p>			
Tuesday Sept. 2	DÉBUT OF NEW MAGAZINE, "DESIGN FOR LIVING"		
<p>Geared to a junior or school-girl audience, "Design for Living" will sell on the newstands at 25¢. 15¢ on subscription through the schools. Fashion Editor: Gwenn Randolph. Publisher: Popular Science.</p>			
Tuesday Sept. 2	OPENING DATE OF NEW "JEUNE FILLE" DEPT.	JONAI, INC.	78 EAST 56TH STREET
<p>Presenting the new Fall Collection and inaugurating, at the same time, a Jeune Fille department which will feature fashions beginning at \$25. Contact: Mr. Nathan, PL. 5-5430.</p>			



DATEWHAT'S GOING ONGIVEN BYWHERE

Beginning "THE BIG SIX" ANNOUNCE THEIR FALL OPENINGS--PRESS PREVIEWS OF  
 Tues. Sept. 2 THE FALL "ORIGINALS" OF N.Y.'S GOLD COAST SPECIALTY SHOPS

NOTE: All six showings are strictly "by invitation"! Please do not ask for admission.

Tues. Sept. 2 JAY THORPE ORIGINALS 24 WEST 57TH ST.  
 3:00 P.M. Press preview. By invitation only. Publ. Constance Hope, PL. 3-3390.

Tues. Sept. 2 BERGDORF GOODMAN FALL COLLECTION 754 FIFTH AVENUE  
 8:00 P.M. Press preview. By invitation only. Publ. Mab Wilson, PL. 3-7300.

Wed. Sept. 3 BONWIT TELLER 711 FIFTH AVENUE  
 11:00 A.M. Fira Benenson's Collection from the Salon de Couture. By invitation only. Publicity: Nona James, EL. 5-6800.

Wed. Sept. 3 MILGRIM'S 6 WEST 57TH ST.  
 3:00 P.M. Design Studio Originals from the Custom-Order Dept. By invitation only. Publicity: Martin Kahn, CI. 7-7200.

Thurs. Sept. 4 SAKS 5TH AVENUE 611 FIFTH AVENUE  
 3:00 P.M. Press preview of "Sophie Originals" from the Salon Moderne. By invitation only. Publicity: Dorothy Harness, PL. 3-4000. Special Publicity: Eleanor Lambert, PL. 5-8580.

Mon. Sept. 8 HATTIE CARNEGIE 42 EAST 49TH ST.  
 8:00 P.M. Fall Originals. By invitation only. Publ. Jo Hughes, WI. 2-2600.  
 (Note change)

Wednesday COLLEGE SHOP JOHN WANAMAKER B'WAY AT 9TH ST.  
 Sept. 3 FASHION SHOW AUDITORIUM  
 6:00 P.M.

4th, last and major event in series of weekly College Shop Fashion Shows, tying-in with the late Wednesday Opening of the store. Director of Powers School will close Beauty Clinic with a beauty talk. Open to press and public. Publicity: Katherine Page, ST. 9-4700.

Thursday PRESS PREVIEW: HENRI BENDEL 10 WEST 57TH ST.  
 Sept. 4 FALL COLLECTIONS  
 10:00 A.M. By invitation only. Publicity: Frances Anderson, CT. 7-1100.

Thursday PRESS PREVIEW: CELEBRATING DEBUT OF NEW SHOE DEPT. A. DE PINNA AND WALDORF ASTORIA  
 Sept. 4 PEACOCK SHOES CARPENTER SUITE  
 4:15 P.M. De Pinna and Peacock Shoes will be joint hosts at a cocktail party celebrating the opening of a new De Pinna shoe salon featuring Peacock shoes. Members of the fashion press will be treated to a preview of new Fall Shoe Fashions. By invitation only. Publicity: Dorothy Coburn, VO. 5-4800.

Thursday "FASHION DISCOVERIES" NORMAN D. WATERS STATION WNBT  
 Sept. 4 ON TELEVISION  
 5:00-  
 5:30 P.M.

2nd Fashion Program to go on Television for 13 weeks is Norman D. Waters' "Fashion Discoveries" - fashions and accessories promoted cooperatively in the past in fashion magazines. Featured merchandise will be television-tagged in the stores. To join this cooperative program, contact: Norman D. Waters, CA. 5-7430. To make individual purchases of Television Time, contact: Thomas Hutchinson, NBC, CI. 6-8300.



Televisión  
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~~Gene Special~~  
~~Television~~

~~Tele. 1111~~

Bldgs in NY - A & S in Bklyn are the  
1st stores to sponsor this program and to  
carry the festival ~~advertis~~ <sup>in the stores</sup>.  
They will also carry advertisements, window &  
departmental displays, and will place  
the ~~advertis~~ <sup>also</sup> signs throughout their stores &  
windows included ~~in the~~ <sup>also</sup> mfgs' and to  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<del>Thursday</del> <del>Sept. 4</del> <del>5:30 P.M.</del>	ANNUAL XMAS PARTY AND PRESS PREVIEW	F.A.O. SCHWARZ	5TH AVE. AT 58TH ST.
Fun for the fashion press at F.A.O. Schwarz's annual Christmas party, previewing all that's new in toys for this coming Christmas. By invitation only. Publicity: Miss Hunter at Abbott Kimball, PL. 3-9600.			
<del>Beginning</del> <del>Monday</del> <del>Sept. 8</del>	FASHION EXPOSITION	NEIMAN MARCUS	DALLAS, TEXAS
Following their annual custom, Neiman Marcus will honor six outstanding figures in the fashion field with awards for their distinguished service to the fashion industry. <del>Those to be honored at this year's Fashion</del> <i>awards</i> <del>Exposition in the Dallas store will be:</del> Omar Kiam, dress designer; Eleanor Le Maire, store architect; Tobé, of the Tobé Fashion Service and Tobé-Coburn School for Fashion Careers; Carmel Snow, Editor, Harper's Bazaar; Anthony Blotta, designer; and Max Meyer, Millinery Code Authority and founder of a school for design and apparel arts. <i>JD</i>			
<del>Monday</del> <del>Sept. 8</del> <del>3:00 P.M.</del>	PRESS PREVIEW: NEW FALL COLLECTION	CHEZ NINON	785 FIFTH AVENUE
Fall Collection of Originals designed by Jean Schlumberger. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.			
<del>Monday</del> <del>Sept. 8</del> <del>3:30 P.M.</del>	CHILDREN'S PARTY	JAMES MCCREERY	BIG TOP RESTAURANT 2ND FLOOR
McCreery's children's party is a prelude to the return of Captain Mack and his Small Fry Circus. The Circus, wild animals and all, will install itself on McCreery's 5th floor for two days, Sept. 9th and 10th, giving 2 public performances daily, at 11 A.M. and 2:30 P.M. Monday's preview is by invitation only, for children and members of the fashion press. Publicity: Helen Fennebresque, WI. 7-7000.			
<del>Tuesday</del> <del>Sept. 9</del> <del>9:30 A.M.</del> Breakfast	PRESS BREAKFAST PREVIEW	R. H. MACY & CO., INC.	EXECUTIVE DINING ROOM, 13TH FLOOR
Macy's first Fall presentation to members of the fashion press. By invitation only. Publicity: Kay Inglis Jones, CH. 4-2000.			
<del>Tues. 9/9</del> <del>10:00 A.M.</del> <del>11:30 A.M.</del> <del>2:30 P.M.</del> Wed. 9/10 <del>11:30 A.M.</del> <del>2:30 P.M.</del>	ANNUAL FALL FASHION SHOW	BLOOMINGDALE'S	LEXINGTON AT 59TH GREEN ROOM
The Fashion Press will have its own private Green Room preview of Bloomingdale's new Fall Fashions on Tuesday at 10 A.M. By invitation only. Public showings follow at 11:30 A.M. and 2:30 P.M. Tuesday, and again on Wednesday, September 10th. Publicity: Karen Hollis, VO. 5-5900.			
<del>Tuesday</del> <del>Sept. 9</del> <del>10:30 A.M.</del> & 2:30 P.M.	FIRST SHOWING: FALL COLLECTION	STEIN & BLAINE	15 WEST 57TH ST.
Stein & Blaine will present their new collection of Fall Fashions and Winter Furs to members of the fashion press and Stein & Blaine customers. By invitation only. Publicity: Kay Merrill, PL. 3-6180.			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<del>           Tuesday            Sept. 9            4:30 P.M.            "Pink            Champagne            Party"         </del>	PRESS PREVIEW: FUR COLLECTION  Preview of furs for winter 1942, designed by the talented Ralph Marano of Russeks Wholesale. A "pink champagne" party follows. By invitation only. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS WHOLESALE	384 FIFTH AVENUE
<del>           Tuesday            Sept. 9            (Time not            yet set)            2:30            PM            2:30 PM         </del>	PRESS & DRESSMAKERS' PREVIEW OF POLA STOUT'S BOTANY PERENNIALS  Altman's Piece Goods Department will inaugurate a Pola Stout "Botany Perennials" section with a revue of new Fall Fashions, made from Vogue patterns in these beautiful classic fabrics. By invitation only, to Dressmakers and members of the Fashion Press. First public showing, Wednesday, Sept. 10th, in Piece Goods Department, 2nd floor. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	CHARLESTON GARDENS 5TH FL. RESTAURANT
<del>           Wednesday            Sept. 10            9:30-            10:30 A.M.            Breakfast         </del>	PRESS BREAKFAST PREVIEW  First presentation of new Fall Fashions. Publicity: Dorothy Coburn, VO. 5-4800.	A. DE PINNA COMPANY	5TH AVE. AT 52ND ST.
<del>           Wednesday            Sept. 10-            Sept. 20            11 A.M.-            11 P.M.         </del>	NEW YORK COUNTY FAIR  Revival of a hundred year-old custom! (Last N.Y. County Fair held in old Madison Square Garden in 1897.) Like the Fair of that year, this one will have contests and exhibits of all the domestic arts - needlepoint, crochet, embroidery, knitting, patchwork, cooking, baking, canning, etc. 400 prizes in all. Closing date for all entries, August 22nd. Open to public. Admission, 50¢ (no tax). Children up to 16, 25¢ each. For special events or tie-ins, contact: Mr. Bolton, MU. 2-8430.	AMERICAN INSTITUTE OF THE CITY OF NEW YORK	MADISON SQ. GARDEN 825 EIGHTH AVENUE
<del>           Wednesday            Sept. 10-            Sept. 19            Inclusive            3-5 P.M.            Daily.         </del>	EXHIBITION OF CREATIVE CROQUIS  Creative croquis from five independent designers who have in the past created for the great Paris houses, will go on exhibition in Marjorie Castle's Designers' Gallery. Entrance fee of \$50 admits 2 representatives from a house. Croquis will be sold at reasonable prices. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MARJORIE CASTLE, INC.	DESIGNERS' GALLERY 36 EAST 57TH STREET
<del>           Wednesday            Sept. 10            3:00 P.M.         </del>	COLLEGE FASHION SHOW  McCreery's will present college fashions before a specially invited group of college girls and members of the fashion press. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	BIG TOP RESTAURANT 2ND FLOOR
<del>           Thursday            Sept. 11            9:30 A.M.            Breakfast         </del>	PRESS BREAKFAST PREVIEW  Gunther will present new Fall and Winter Furs to members of the fashion press, at breakfast. By invitation only. Publicity: Viola Shefer, PL. 3-2117.	GUNTHER'S	666 FIFTH AVENUE 2ND FLOOR SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 11 4-7 P.M. Cocktails	"CHANTILLY" DEBUT AND FASHION SHOW  Introducing Houbigant's new perfume, "Chantilly", and a line of Chantilly toiletries, tieing-in with the important Fall and Winter fashion of Chantilly lace. By invitation. Names of cooperating fashion exhibitors in later issue. Publicity: Mr. R. G. Spencer, CI. 6-5151.	HOUBIGANT PARFUMS	WALDORF ASTORIA LE PERROQUET SUITE
Week of Sept. 15	NATIONAL RETAIL DEMONSTRATION WEEK  This year's slogan: "Retailers for Defense". Honorary Chairman: Mr. Donald M. Nelson, O.P.M. Washington, D.C. National Chairman: Major Benj. H. Namm, Pres., Namm Store, B'klyn. For program of week's activities, contact: Mr. Edward Hoyt, N.R.D.G.A., CH. 4-7311. Harper's Bazaar will tie-in by devoting their entire Sept. 15 issue to "Defense and the Women Behind It".	N.R.D.G.A.	THROUGHOUT U.S.A.
Monday Sept. 15 Thru Tues. Sept. 16	AMERICAN LEATHERS & SPRING SHOE STYLE CONF.  Exhibit of new leather colors and fashion forecast meeting on men's, women's and children's Shoe Fashions for Spring. For further information, contact: Mr. J.L. Nelson, Tanner's Council, BE. 3-0495. Mr. Lee Langston, N.S.R.A., AS. 4-9515.	TANNER'S COUNCIL & NAT'L. SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL
Tuesday Sept. 16 11:30 A.M. & 2:30 P.M.	BIG ANNUAL FALL FASHION SHOW  Two performances daily, 11:30 A.M. and 2:30 P.M. Press and public. Publicity: Ann Albee, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40 ST.
Wednesday Sept. 17 9:45 A.M. Breakfast	PRESS BREAKFAST PREVIEW: FALL HATS Presenting first collection of Fall Hats to members of the fashion press. By invitation only. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	5TH AVE. AT 36 ST.
Thursday Sept. 18- Oct. 5	BELMONT FALL RACE MEET  Fashion luncheon Exhibitors in later issue. For tie-ins contact: Joan Becker, MO. 4-7700.	WESTCHESTER RACING ASSOCIATION	BELMONT PARK, ELMONT, L.I.
Saturday Sept. 20- Oct. 18 Inclusive	NATIONAL DEFENSE EXPOSITION  Gigantic Civilian and National Defense Exposition, approved by the O.P.M. and planned by the City of New York. Exposition will present all industrial and commercial activity for national defense; will educate public to its part in defense; and permit manufacturers to show their cooperation in the Defense Program. Two-thirds of exhibits provided by Government; one-third by manufacturers. Defense clothes will, of course, be included. Feature of Opening Week: Big Defense Clinic. Tickets on sale shortly at 25¢ each. Admission during exposition, 40¢. Proceeds (above expenses) to U.S.O. and Office of Civilian Defense. Exhibitors contact Mr. Almon R. Shaffer, Mng. Dir., PL. 3-1623. Publicity: Worth Colwell, PL. 5-0478.	NEW YORK CITY	GRAND CENTRAL PALACE, 480 LEX.

*Also what to wear when selling  
and workers can't be obtained.*



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 25 5:30 P.M.	CAREER FASHION SHOW  Fashion Show theme: "It's a Career To Be A Wife... Mother... Secretary ... Stenographer... Writer... Fashion Executive... Teacher..." etc. -- covering all careers for women and showing how to dress smartly for each one. Open to press and public. Under direction of Ann Albee, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.

#### HOME FURNISHINGS CALENDAR

Tuesday Aug. 26-29 Inclusive	NATIONAL HEALTH FOODS CONVENTION 55 exhibitors. Open to trade and press. Publ. Mr. Shefferman, GR. 7-1410	NATIONAL HEALTH FOODS ASSOCIATION	HOTEL McALPIN
Wednesday Sept. 3 5:30 P.M. Cocktails	PRESS PREVIEW: "WISHMAKER HOUSE" James McCreery will precede the public Opening of "Wishmaker House", a Federal American Ensemble, with a Press Preview and cocktail party. By invitation only. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	7TH FLOOR
Friday Sept. 5-6	"BLOOMINGDAHLIA" FLOWER SHOW 2nd annual Dahlia Show for "novice gardeners", under auspices of American Dahlia Society. Judging at 2:30. Special awards to Manhattan fire-escape and window-box gardeners. Also Flower Arrangement Competition. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH
Tuesday Sept. 23 Evening Preview	EXHIBIT: "ORGANIC DESIGNS" IN FURNITURE AND FURNISHINGS Exhibit of prize-winning designs and their reproductions from recent design competition staged jointly by Museum of Modern Art and Bloomingdale's. "Organic Designs" will be introduced into common use by Bloomingdale's and 12 other stores sponsoring their production and sale. Exhibit opens to public on Wed., Sept. 24. Tues. Press Preview will be preceded by Bloomingdale dinner party for designers and Museum executives. For further information, contact: Miss Sarah Newmayer, Museum Publicity, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

#### OPENING DATES, OUT-OF-TOWN FALL MARKETS

Aug. 29 San Francisco Mfgs. Assoc. Sept. 8 Pittsburgh Wholesale Merchandise Mart  
Oct. 13 Official Opening: Southern Cal. Resort Lines,  
Assoc. Apparel Mfgs. of Los Angeles

#### DATES AHEAD

Sept. 1 LABOR DAY  
Sept. 22 1ST DAY, JEWISH NEW YEAR\*  
Sept. 28 END OF DAYLIGHT SAVING\*\*  
Oct. 1 JEWISH DAY OF ATONEMENT\*  
Oct. 3 COLUMBUS DAY

#### RED LETTER WEEKS

Sept. 21-27 NATIONAL DOG WEEK  
Sept. 27 COLLEGE FOOTBALL SEASON OPENS  
Oct. 1 MOVING DAY  
Oct. 4-11 NATIONAL FURNITURE WEEK  
Nov. 1-7 NATIONAL ART WEEK

\*Market closed for all practical purposes.

\*\*Bill pending for extension of Daylight Saving Time.



MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

- Wednesday  
August 27 "ALOMA OF THE SOUTH SEAS" (Cinema) Paramount, B'way at 44th St.  
Dorothy Lamour in Technicolor--and a Sarong, of course! With Jon Hall.  
Other clothes, by Edith Head, will introduce "poncho" blouses patterned  
after the shirts of the Mexican piasanos. Peruvian colors too. Para-  
mount Publicity: Aileen St. John Brenon, CH. 4-7040.
- Wednesday  
August 27 HARVEST MOON BALL Daily News Welfare Assoc., Madison Sq. Garden  
8:30 P.M. Annual dancing competition staged by Daily News Welfare Association.  
On..... Proceeds to send underprivileged children to camp. Added attractions:  
big name bands and stars of stage, screen and radio. Admission, 40¢ to  
\$2.20, from News Information Bureau (220 E. 42nd St.) and Madison Square  
Garden. Publicity: Mr. Murtha, MU. 2-1234.
- Monday  
Sept. 1 SPECIAL PERFORMANCE OF "LADY IN THE DARK", Alvin Theatre, 250 W. 52nd St.  
Stage Relief Fund Benefit, prior to official re-opening of play the fol-  
lowing night. Starring Gertrude Lawrence.
- Monday  
Sept. 1 "UNFINISHED BUSINESS" (Cinema) Rivoli, B'way at 49th St.  
The Rivoli reopens for the season, presenting Gregory La Cava's latest  
production starring Irene Dunne and Robert Montgomery. Universal Pub-  
licity: Lou Pollock, CI. 7-7100.
- Wednesday  
Sept. 3 "VILLAGE GREEN" Henry Miller Theatre, 124 W. 43rd St.  
Carl Allensworth comedy with Frank Craven. Presented by Dorothy and  
Julian Olney and Felix Jacoves.
- insert*  
Wednesday  
Sept. 10 "THE WOOKEY" Plymouth Theatre, 236 W. 45th St.  
Play about Cockney family fighting Battle of London. By Frederick  
Hazlitt Brennan. Starring Edmund Gwenn. Producer, Edgar Selwyn.
- Thursday  
Sept. 11 "THE GREAT WHITEWASH" Cort Theatre, 138 W. 48th St.  
Farce by Frank Gabrielson and Irvin Pincus, with Frank Falbertson,  
Grace McDonald, Teddy Hart, etc. Presented by Otto L. Preminger.
- Tuesday  
Sept. 16 "KEEP COVERED" Royale Theatre, 242 W. 45th St.  
Farce about insurance business by Michael Wallach and Pat Flick. Pro-  
ducer: Morris Sarnoff.
- Tuesday  
Sept. 23 "MR. BIG" Lyceum Theatre, 145 W. 49th St.  
George S. Kaufman production of Arthur Sheekman and Margaret Shane comedy  
starring Fay Wray. Sets by Donald Oenslager. Costumes by Irene Sharaff.
- Sept. ?? "LYDIA" (Cinema) Music Hall, 1260 6th Avenue  
Alexander Korda picture starring Merle Oberon. Costumes of early 1900's  
by Vertés. Modern adaptations by Samuel Chapman, 530 7th Ave. United  
Artists Publicity: Tess Michaels, BR. 9-7300.
- Friday  
October 3 OFFICIAL FALL OPENING OF SERT ROOM Waldorf Astoria Hotel  
Preceded by October 2nd Bundles for Britain benefit, "The Americas Dinner".  
Publicity: Ted Saucier, EL. 5-3000.
- Monday  
October 13 "CANDLE IN THE WIND" Shubert Theatre, 225 W. 44th St.  
Maxwell Anderson play with Helen Hayes and Stiano Braggiotti. Directed  
by Alfred Lunt. Presented by Theatre Guild and Playwrights Co.